



UNCLASSIFIED

# Position Description

Read each heading carefully before proceeding. Make statements simple, brief, and complete. Be certain the form is signed.

CHECK ONE: ☒ NEW POSITION ☐ EXISTING POSITION

**Part 1 - Items 1 through 12 to be completed by department head or Human Resources office.**

<b>1. Agency Name</b> Kansas Department of Commerce - 300		<b>9. Position #</b>		<b>10. Working Title</b> Website and Database Manager			
<b>2. Employee Name (leave blank if position vacant)</b>				<b>11. Present Class Title (if existing position)</b> Program Manager			
<b>3. Division</b> Tourism				<b>12. Proposed Class Title (if requesting reallocation)</b>			
<b>4. Section</b>		<b>13. Allocation</b>					
<b>5. Unit</b>		<b>For use by Human Resources Office</b>		<b>14. Effective Date</b>		<b>13a. FLSA Status</b> <input checked="" type="checkbox"/> Non-exempt <input type="checkbox"/> Exempt	
<b>6. Location (address where employee works)</b>  City Topeka County Shawnee				<b>15. By</b>		<b>Approved</b>	
				<b>16. Audit</b>			
				Date: By:		Date: By:	
<b>7. (check appropriate time)</b> <input checked="" type="checkbox"/> Full time <input type="checkbox"/> Reg. <input type="checkbox"/> Part time (____%) <input type="checkbox"/> Temp.		<b>17. Audit</b>		Date: By:		Date: By:	
<b>8. Regular hours of work:</b>  From: 8:00am To: 5:00pm				Date: By:		Date: By:	

Agency  
Number  
300Position  
Number

**PART II - To be completed by department head, personnel office or supervisor of the position.**

**18. If this is a request to reallocate a position, briefly describe the reorganization, reassignment of work, new function added by law or other factors which changed the duties and responsibilities of the position.**

**19. Who is the supervisor of this position? (Who assigns work, gives directions, answers questions and is directly in charge.)**

Name	Title	Position Number
Bridgette Jobe	Director	K0242774

**Who evaluates the work of an incumbent in this position?**

Name	Title	Position Number
Bridgette Jobe	Director	K0242774

**20. a) How much latitude is allowed employee in completing the work? b) What kinds of instructions, methods and guidelines are given to the employee in this position to help do the work? c) State how and in what detail assignments are made.**

The employee is allowed a great deal of latitude, and is responsible for day-to-day decisions, providing policy recommendations, managing budget and long-term planning. Each incoming production has unique, far ranging requirements that need fast and flexible responses. Some verbal and written instructions will be given, but the volume of the operations will rely on the judgment of the person filling this position. Participation and delegation will be determined by the employee's workload and needs.

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**21. Describe the work of this position using the page or one additional page only. Use the following format for describing job duties:**

**What** is the action being done (use an action verb); to **whom** or **what** is the action directed (object of action); **why** is the action being done (be brief); **how** is the action being done (be brief). For each task state: Who reviews it? How often? What is it reviewed for?

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Number each task and indicate percent of time and identify essential (E) or marginal (M) functions.

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This position is part of the overall Kansas Tourism marketing team and is responsible for the Kansas Tourism CRM and CMS programs. Oversees the Kansas Tourism website, TravelKS.com, with ongoing web strategy and website operations with attention to design, content, and site maintenance. Manages the Kansas Tourism CRM database program by ensuring the database is maintained and integrated with the CMS.

1. 50% E
  - Main point of contact with website and database vendor
  - Manage and monitor the Kansas Tourism website TravelKS.com content keeping it updated, fresh, relevant, and effective
  - Respond to and troubleshoot all website issues
  - Will upload content, create new pages, maintain sitemap and facilitate frequent updates to existing website content
  - Working closely with the Kansas Tourism marketing team, will create website content that is aligned with the Kansas Tourism mission and strategies
  - Work closely with all Kansas Tourism program managers to assure effectiveness and user friendliness of their programs website presence
  - Create and implement strategies to increase web traffic, grow time on site and other measurable outcomes for the website
  - Responsible for Kansas Tourism CRM, including planning, updates and reports
  - Work closely with program managers for their updates and reports from the CRM
2. 45% E
  - Work closely with program managers for their updates and reports from the CRM
  - Work closely with Industry Relations Manager for extranet updates and user experience and training
  - Keep up to date with industry best practices
  - Responsible for reporting and updating on project status
  - Schedules project meetings with internal, external and 3<sup>rd</sup> party vendors
3. 5% M
  - Performs other duties as assigned.

\*\*\*Some or all duties may be altered in response to a disaster or large-scale emergency. This may include temporary reassignment to another work unit, division, state agency or physical location. \*\*\*

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**22. a. If work involves leadership, supervisory, or management responsibilities, check the statement which best describes the position.**

- ☐ Lead worker assigns, trains, schedules, oversees, or reviews work of others.
- ☐ Plans, staffs, evaluates, and directs work of employees of a work unit.
- ☐ Delegates authority to carry out work of a unit to subordinate supervisors or managers.

**b. List the names, class titles, and position numbers of all persons who are supervised directly by employee on this position.**

**Title**

**Position Number**

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**23. Which statement best describes the results of error in action or decision of this employee?**

- ☐ Minimal property damage, minor injury, minor disruption of the flow of work.
- ☐ Moderate loss of time, injury, damage or adverse impact on healthy and welfare of others.
- ☒ Major program failure, major property loss, or serious injury or incapacitation.
- ☐ Loss of life, disruption of operations of a major agency.

**Please give examples.**

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**24. For what purpose, with whom and how frequently are contacts made with the public, other employees or officials?**

Contact is frequently made with the public, tourism industry partners, agency and division employees, and legislators through phone, email and in person interaction. The purpose of the interaction is to enhance the program effectiveness, to successfully market travel to Kansas, and to plan department events and activities. This person will have occasional travel for conferences or industry meetings.

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**25. What hazards, risks or discomforts exist on the job or in the work environment?**

Risks associated with a normal office environment. Must possess ability to lift boxes up to 50 lbs. Must have a valid driver's license.

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**26. List machines or equipment used regularly in the work of this position. Indicate the frequency with which they are used.**

PC with Microsoft Office Professional Software (Excel, Word, Power Point), Outlook, Simpleview CMS and CRM programs website applications, virtual meeting platforms such as Zoom or Teams, telephone, copier, calculator, fax

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**PART III - To be completed by the supervisor or Human Resources office**

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27. A. List the Minimum Requirements (minimum qualifications) as stated in the state's official Class Specification. If the Class Specification has a "substitution statement", it must be replaced by whatever the agency deems to be an acceptable substitution (see the HR office for assistance). If no substitution is acceptable, then the substitution statement must be deleted.

Minimum Requirements/Qualifications:

Must have a valid Driver's License and valid State of Kansas tax clearance

Qualifications: Applicant will have a mix of computer, database, spreadsheet, office equipment, and business communication knowledge. Should be familiar with or have the ability to quickly learn CRM and CMS tools and best practices. Applicants must possess the ability to communicate effectively and interact with the public in a positive manner. Needs to be innovative and a resourceful self-starter, able to work in a team setting with minimal supervision and can demonstrate organizational skills. The successful candidate must pass a background check. Applicants with a basic knowledge of Simpleview Products or the tourism industry will be given priority.

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**B. List any Preferred Qualifications that a well-qualified candidate (or incumbent) should have.**

**Preferred Qualifications:**

+ years' experience in the tourism industry and / or familiarity with Simpleview platforms.

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**28. SPECIAL QUALIFICATIONS**

State any additional qualifications for this position that are necessary either as a physical requirement of an incumbent on the job, a necessary special requirement, a bona fide occupational qualification (BFOQ) or other requirement that does not contradict the education and experience statement on the class specification. A special requirement must be listed here in order to obtain selective certification.

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\_\_\_\_\_  
Signature of Employee

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Personnel Official

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Supervisor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Appointing Authority

\_\_\_\_\_  
Date